

Comida GRATIS y saludable
para niños y adolescentes.

MIỄN PHÍ những bữa ăn lành mạnh
cho trẻ em và thanh thiếu niên.



SUMMER FOOD

SUMMER FUN

FREE HEALTHY MEALS FOR
KIDS AND TEENS

Text "Food" to 877-877
or Call 1-800-984-3663

SUMMER MEALS SOCIAL MEDIA TIPS

Want to spread the word about FREE summer meals for children 18 and under in Santa Clara and San Mateo Counties? Craft the perfect social media message by following these steps!

1. **Identify your audience.** Tailor your message to the audience you are addressing (e.g., parents, kids, general public).
2. **Know your social media platform.** Note that each website has its own character limits.
 - Facebook: 63,206 character limit
 - Twitter: 140 character limit (including spaces)
 - Instagram: 2,200 character limit
3. **Write your message.** Use action words to make your point direct and easy to understand.
 - Incorporate the hashtags #textFOODto877877 and #summermeals to consolidate your message and be consistent.
 - We've included some sample social media posts below to get you started.
4. **Pick your image.** Each website has its own image size requirements. Learn more about these dimensions [here](#). You will find a "standard" social media image [here](#).
5. **Timing is everything.** Keep your audience in mind when deciding the best time to post.



of SANTA CLARA and
SAN MATEO COUNTIES

SAMPLE SOCIAL MEDIA POSTS

Here are some “Sample Social Media Posts” that you can modify to fit your specific audiences.

- Spread the word! Kids 18 + under eat FREE at sites in your neighborhood. Call 1-800-984-3663 or #textFOODto877877 for #summermeals near you!
- FREE #summermeals AT A LOCATION NEAR YOU. Text FOOD to 877-877 or call 1-800-984-3663 for a lunch spot near you.
- Nearly 80% of kids who rely on free/reduced meals during the school year miss out on FREE lunch over the summer because they just don’t know! #summermeals #textFOODto877877
- Don’t miss out on healthy eating when school’s out! Spread the word about FREE lunch this summer. #summermeals #textFOODto877877
- Don’t let nutrition slide this summer. Access to FREE balanced #summermeals for kids during summer. Call 1-800-984-3663 or #textFOODto877877
- FREE lunches for all kids 18 and younger- no paperwork required! Call 1- 800-984-3663 or #textFOODto877877. #summermeals



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